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Message Text

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14
ACTION NEA-10

INFO OCT-01 EUR-12 EB-07 ISO-00 /030 W
---------- 017853
R 100659Z FEB 76
FM USINT BAGHDAD
TO : H.W. BERCHERER
DIRECTOR EXPORT MARKETING
DEERE AND COMPANY
MOLINE, ILLINOIS
TELEX: 468514
PHONE: 309-792-8000
INFO USDOC WASHDC
SECSTATE WASHDC 2804
FAS/USDA WASHDC
AMEMBASSY BRUSSELS
AMEMBASSY DAMASCUS
AMCONSUL DUESSELDORF
AMCONSUL FRANKFURT
AMEMBASSY OTTAWA

UNCLAS BAGHDAD 0169

DAMASCUS FOR AGATT

E.O. 11652: N/A
TAGS: BTRA, US, IZ
SUBJ: PROPOSED VISIT OF DEERE CHAIRMAN WILLIAM A. HEWITT

REF: 75 STATE 209539, 75 BAGHDAD 954

1. ON THIRD FEBRUARY THREE DEERE AND COMPANY EXECTIVES VISITED USINT: W. BARRETTO, MANAGER OF BAGHDAD OFFICE, EUGEN HOLZKNECHT, DISTRICT MANAGER FRO BRUSSELS AND ECKHARD BODEN, TERRITORY MANAGER FROM MANNHEIM. DISCUSSED DESIRE OF DEERE CHAIRMAN HEWITT VISIT BAGHDAD IN AUTUMN OF 1976, POSSIBILITY IN CONJUNC-TION WITH PROPOSED DEERE EXHIBITION IN BAGHDAD INTERNATIONAL FAIR (OCT 1-21). HEWITT WOULD PREFER TRAVEL IN HIS US-REGIST-ERED EXECUTIVE JET (REFTELS).

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2. THIS OFFICE BELIEVES HEWITT VISIT IN CONJUCTION WITH FIRM'S PARTICIPATION IN BAGHDAD FAIR WOULD BE VERY TIMELY. PRODUCTS OF AT LEAST TEN US FIRMS WERE EXHIBITED IN OCTOBER 1975 BAGHDAD FAIR. AND ONE SENIOR US EXECUTIVE (GORDON A. WALKER,EXECUTIVE

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V.P. OF US INDUSTRIES, INC) CAME TO COHOST RECEPTION BY USI'S
SUBSIDIARY BIG DUTCHMAN INTERNATIONAL (POULTRY EQUIPMENT) *94
3,IOR IRAQI GOVERMENT OFFICIALS. RECOMMEND HEWITT CONSIDER
SIMILAR APPROACH FOR DEERE EXHIBITION, INCLUDING PREPARATION OF
COLOR FILM NARRATED IN IRAQI DIALECT OF ARABIC LANGUAGE ABOUT
DEERE AND COMPANY AND ITS PRODUCT LINES.

3. UNDERSTAND FROM HOLZKNECHT AND BODEN THAT ALL DEERE EQUIPMENT
TO BE EXHIBITED WILL BE VERY HEAVY, BUILT EITHER IN US OR
CANADA, AND DESIGNED SPECIFICALLY FOR NORTHWESTERN US AND
WESTERN CANADIAN FARMING CONDITIONS SAID TO BE VERY SIMILAR
TO IRAQ'S.

4. US WILL NOT BE PERMITTED PARTICIPATE OFFICIALLY IN FAIR IN
ABSENCE OF DIPLOMATIC RELATIONS WITH IRAQ BUT DEERE EXHIBITION
COULD TAKE PLACE WITHIN FRAMEWORK OF ANY NATION WHERE DEERE
HAS MANUFACTURING FACILITIES (E.G. CANADA, WEST GERMANY, BELGIUM,
AUSTRALIA) AND WHICH HAS DIPLOMATIC RELATIONS WITH IRAQ.
HOLZKNECHT AND BODEN AGREED WITH THIS OFFICE'S ASSESSMENT THT
THE CANADIAN NATIONAL PAVILION WOULD APPEAR TO BE A PARTICULARLY
APPROPRIATE VEHICLE FOR DEERE PARTICIPATION.

5. IT WOULD HELP IN OBTAINING WAIVER OF BAN ON USE OF US-
REGISTRY AIRCRAFT IF DEERE AT APPROPRIATE TIME (NO LATER
THAN NINETY DAYS PRIOR TO DATE PROPOSED) INFORMED IRAQI
INTERESTS SECTION, WASHINGTON, D.C. OF HEWITTS'S DESIRE VISIT
BAGHDAD DURING PERIOD OF BAGHDAD FAIR IN ORDER MAKE CALLS ON
IZZAT IBRAHIM AL-DOURI, PRESIDENT OF THE HIGHER COUNCIL ON
AGRICULTURE, AND MEMBER OF IRAQ'S RULING REVOLUTIONARY COMMAND
COUNCIL, AND ON DR. HASEN FAHMI JUMA, MINISTER OF AGRICULTURE.
IN SEEKING APPROVAL OF THIS VISIT, HEWITT SHOULD MAKE CLEAR HIS
INTENTION USE US-REGISTRY CORPORATE AIRCRAFT. SIGNED: MARSHALL
W.WILEY, PRINCIPAL OFFICER, U.S. INTERESTS SECTION, BAGHDAD,
IRAQ.
WILEY

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<< END OF DOCUMENT >>

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Event:
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STATE
FAS USDA
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DAMASCUS
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